

Maine State Liquor and Lottery Commission
Minutes of Meeting
Tuesday, April 12, 2022
Virtual Meeting using Zoom

Call to Order:

Madam Chair Fitzgerald called the meeting to order at 10:00 A.M.

Roll Call

Commissioners in Attendance: Elizabeth Fitzgerald, Julie Sheehan, Stacey Fitts, John Schneck and Kimberly Monaghan (via Zoom).

BABLO/DAFS Staff in attendance: Deputy Director Tim Poulin, Tracy Willett, Spirits Operations Manager (Spirits portion only), Deputy Director Michael Boardman, Lisa Rodrigue, Lottery Marketing Specialist (Lottery portion only), Terry Meehan, Financial Analyst and Eileen Bonenfant, Clerk of the Commission

Pine State Spirits in attendance (Spirits portion only): Sheila Gibbons, Terry Goddard, Don Potter, Nick Sanborn

Scientific Games in attendance (Lottery portion only): Darrell Frecker

Others in attendance:

Spirits portion only: Philip Mantis, Attorney General's Office; Rob Andreasen, Zack Redman, Scott Ramsey, David Hall, Southern Glazer's; Gary Duncklee, Horizon Beverage; Seth Ferris, MS Walker; Patrick Murphy, Martignetti; Cathy Sullivan, RSVP; Jody Reese, Stone Fence Beverage; Peter Murphy and Caitlin Murphy, HPM Associates; Greg Hawes and Jeff Seney, Stompers; Andrew Stewart, Blue Barren; David Haley, Perfecta Wine; Matthew Tabenken, Sazerac; Topher Mallory, Split Rock Distilling; David Woods, Wiggly Bridge Distillery; Michael Littlefield, Wild Bevy Distilling;

Lottery portion only: Steven Mason, Fuseideas

Approval of Minutes:

Madam Chair Fitzgerald asked for a motion that the minutes of the March 8, 2022, meeting be approved. A motion was made by Commissioner Sheehan to accept the minutes. Motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously.

Liquor Operations:

Deputy Director Poulin reported on March 2022 sales as follows:

- Sales report for March:
 - Selling days: 23 TY vs. 23 LY
 - Cases shipped were 113,071 TY vs. 115,308 LY; -1.94 %
 - Dollar Sales were \$18,070,235 TY vs. \$17,987,032 LY; +0.46%
 - Bailment collected: \$225,099
 - Depletion allowances: \$828,856

- Sales report for YTD:
 - Cases shipped were 1,102,284 TY vs. 1,081,227 LY; +1.95%
 - Dollar Sales were \$173,172,184 TY vs. \$165,984,675 LY; +4.33%
 - Selling days: 194 TY vs. 194 LY

Deputy Director Poulin also reviewed the following sales and profit reports (sale and profit reports attached to the minutes):

- Maine Spirits Business Activity for March 2022
- Sales comparisons by County for Maine
- Top 25 Agents in 3 Month Case Sales
- Luxury Program sales
- Budget to Actual financial performance

Deputy Director Poulin reviewed sales for the Agency Store Spotlight participant, Stompers Beverage and introduced Jeff Seney and Greg Hawes to speak on behalf of their business.

New Business: None

Old Business: None

New Product Listings:

Tracy Willett presented one hundred-four (104) new product listings for April 2022. A motion was made by Commissioner Sheehan to approve all the items presented for listing. Motion was seconded by Commissioner Schneck. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (New product listings distributed and attached to the minutes.)

Label/Package Changes:

Tracy Willett presented five (5) label/package changes for April 2022. A motion was made by Commissioner Schneck to accept the label/package changes as presented. Motion seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label/package changes distributed and attached to the minutes.)

Value Added Packs:

Tracy Willett presented one (1) VAP's for April 2022. A motion was made by Commissioner Schneck to accept the label/package changes as presented. Motion seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Label/package changes distributed and attached to the minutes.)

Rebates:

Deputy Director Poulin presented twenty-six (26) rebates and coupons for April 2022. All rebates and coupons were standard in nature. A motion was made by Commissioner Schneck to accept all rebates and coupons. Motion seconded by Commissioner Fitts. The roll was called, and all

Commissioners voted in the affirmative; the motion passed unanimously. (Rebates distributed and attached to the minutes.)

Pine State Spirits:

Sheila Gibbons reported on the following:

- Top “Recipes and Moods” Campaign with featured Cocktails and Recipes
- The Maine Spirits app continues to grow with 85,656 total downloads and 1,247 new installs for March
- Facebook and Instagram Statistics for March
- Facebook and Instagram Posts for March

Other Business: None

Public Comments: None

Lottery Operations:

Director’s Report:

Deputy Director Boardman reported on YTD sales as follows:

- Draw Sales FY22 \$47,966,041; +\$262,698 or +0.55%
- Fast Play Sales FY22 \$9,335,353; -\$1,145,061 or -10.93%
- Instant Game Sales FY22 \$234,813,027; +\$1,532,832 or +0.66%
- Total Combined Sales FY22 \$292,114,421; +\$650,469 or +0.22%
- Lottery Profit Transfer to General Fund
 - March Actual FY22 \$8,336,659; +\$2,772,195 to Budget +49.82%
 - YTD Actual FY22 \$53,591,870; +\$4,169,810 to Budget +8.44%
- Profit Transfer to Outdoor Heritage Fund
 - March Actual FY22 \$49,369; +\$23,983 to Budget +94.47%
 - YTD Actual FY22 \$565,505; -\$13,740 to Budget -2.37%

(Fiscal Year Comparison and Monthly Profit Report attached to minutes)

New Business: None

Old Business: None

Approval of New Games:

Deputy Director Boardman submitted one (1) new game for approval.

- (\$3) CASH LINES

A motion was made by Commissioner Schneck to accept all games as presented. Motion seconded by Commissioner Fitts. The roll was called, and all Commissioners voted in the affirmative; the motion passed unanimously. (Games attached to the minutes.)

Scientific Games:

Darrell Frecker Reported:

- Sales statistics
- New games planning for the coming months

Calvin Rinck Reported:

- Reward Me Program:
 - Over one million entered every month
 - Over six million points redeemed
 - One hundred-sixteen thousand (116,000) members
- Promos:
 - Lucky for Life up 88% with three \$5,000 winners
 - \$50,000 Powerball Winner
 - Pick 3, Pick 4 promos
 - Lotto America promo
 - Big Country Cash promo
- Second Chance promo:
 - Powerball
 - Dick Clark – New Year’s Rockin’ Eve

Fuseideas:

Steve Mason reported on the following TV and Radio Spot:

- Big Country Cash
- Responsible Gaming Month
- Lotto America
- Lucky for Life
- Pick 3, Pick 4
- Fast Play Progressive
- Mega Bucks

Other Business: None

Public Comment: None

Adjournment:

The next Commission meeting is scheduled for May 10, 2022, at 10:00 a.m.

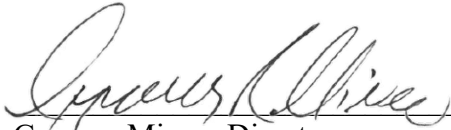
The June meeting is tentatively scheduled for Tuesday, June 14, 2022 at 10:00 a.m.

There being no further business Commissioner Schneck made a motion to adjourn. Commissioner Fitts seconded the motion. The roll was called, and the motion carried unanimously. The meeting adjourned at 11:55 a.m.

Elizabeth Fitzgerald

Elizabeth Fitzgerald (May 10, 2022 22:08 EDT)

Elizabeth Fitzgerald, Madam Chair
Maine Liquor & Lottery Commission

A handwritten signature in cursive script, appearing to read "Gregory Mineo", written over a horizontal line.

Gregory Mineo, Director
Bureau of Alcoholic Beverages & Lottery Operations

Maine State Liquor and Lottery Commission

Zoom Meeting using the following link:

<https://mainestate.zoom.us/j/3219410650?pwd=WlF0RW RuK05ia3Y5d1hQWWJrcldDQT09>

Meeting ID: 321 941 0650

Passcode: Bablo0412!

Tuesday, April 12, 2022

10:00 a.m.

Agenda

Please note: Meeting materials will be available on Monday, April 11th on the Commission's webpage on the Bureau's website. The link to the materials is under [Additional Resources - Meeting Materials for April 12, 2022](#). (use this link to open the page)

- 1. Call the meeting to order**
- 2. Approve the minutes of the March 8, 2022 meeting**
- 3. Liquor Operations**
 - a. Director's Report
 - b. New Business
 - c. Old Business
 - d. New Product Listings
 - e. Label Changes
 - f. Value Added Packs
 - g. Coupons/Rebates
 - h. Report from Pine State Spirits
 - i. Other business that may properly come before the Commission
 - j. Public Comments
- 4. Confirm and set next meeting dates**
 - a. Confirm May meeting – May 10, 2022
 - b. Set June 2022 tentative meeting date (June 14, 2022)
- 5. Lottery Operations**
 - a. Director's Report
 - b. New Business
 - c. Old Business
 - d. Approval of New Games
 - e. Report on Tri-State Activities
 - f. Report from Scientific Games International, Inc.
 - g. Report from Fuseideas
 - h. Other business that may properly come before the Commission
 - i. Public Comments
- 6. Confirm next meeting dates**
 - a. Confirm May meeting – May 10, 2022
 - b. Set June 2022 tentative meeting date (June 14, 2022)
- 7. Adjournment**

Maine Spirits Business Activity for
March 2022
Prepared by Pine State Spirits

Sales Data 3/1/2022 - 3/31/2022		Monthly							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		23	23	0					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		115,308	113,071	(2,237)	-1.94%	5,013	4,916	-1.94%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 17,987,032	\$ 18,070,235	\$ 83,203	0.46%	\$ 782,045	\$ 785,662	0.46%	
Cost of Goods Sold		\$ 12,307,717	\$ 12,248,358	\$ (59,360)	-0.48%				
Depletion Allowances		\$ (817,885)	\$ (828,856)						
Total Cost of Good Sold		\$ 11,489,833	\$ 11,419,502	\$ (70,331)	-0.61%				
Sales Data 7/1/2021 - 3/31/2022		Year to Date							
				Variance					
		Prior Year	Current Year	Actual	%				
Shipping Days		194	194	0					
						Cs/Day LY	Cs/Day TY	Variance %	
Cases Sold		1,081,227	1,102,284	21,057	1.95%	5,573	5,682	1.95%	
						\$/Day LY	\$/Day TY	Variance %	
Dollar Sales		\$ 165,984,675	\$ 173,172,184	\$ 7,187,509	4.33%	\$ 855,591	\$ 892,640	4.33%	
Cost of Goods Sold		\$ 115,257,689	\$ 121,215,405	\$ 5,957,716	5.17%				
Depletion Allowances		\$ (10,746,844)	\$ (11,186,698)						
Total Cost of Good Sold		\$ 104,510,845	\$ 110,028,707	\$ 5,517,862	5.28%				
Other Revenue		Monthly Data				Year to Date Data			
				Variance				Variance	
		Prior Year	Current Year	Actual	%	Prior Year	Current Year	Actual	%
Premium Tax		\$ 246,839	\$ 240,693	\$ (6,146)	-2.49%	\$ 2,336,183	\$ 2,369,136	\$ 32,953	1.41%
Bailment		\$ 203,656	\$ 225,099	\$ 21,443	10.53%	\$ 2,035,953	\$ 2,099,744	\$ 63,791	3.13%
Depletion Allowances		\$ 817,885	\$ 828,856	\$ 10,972	1.34%	\$ 10,746,844	\$ 11,186,698	\$ 439,854	4.09%

Maine County Case Analysis through March 2022

Sales Region	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 6 Months	Cases Last 6 Months Prior Year	% Change	Case Diff vs. Prior Year	Cases Last 9 Months	Cases Last 9 Month Prior Year	% Change	Case Diff vs. Prior Year
State of Maine	312,576	312,555	0.01%	21	680,957	681,872	-0.13%	-915	1,099,388	1,079,137	1.88%	20,251
ANDROSCOGGIN	27,490	25,877	6.23%	1,613	58,170	55,404	4.99%	2,765	88,890	83,857	6.00%	5,033
AROOSTOOK	12,673	12,789	-0.91%	-116	27,355	27,406	-0.19%	-51	41,921	41,999	-0.19%	-78
CUMBERLAND	84,226	80,068	5.19%	4,157	182,447	172,107	6.01%	10,340	305,028	279,166	9.26%	25,862
FRANKLIN	9,805	9,273	5.74%	532	18,530	18,703	-0.92%	-173	28,266	28,855	-2.04%	-589
HANCOCK	12,992	13,351	-2.70%	-360	29,588	30,869	-4.15%	-1,280	54,935	54,190	1.37%	745
KENNEBEC	28,885	29,278	-1.34%	-393	63,023	64,187	-1.81%	-1,164	98,040	98,663	-0.63%	-624
KNOX	8,897	9,406	-5.42%	-510	19,612	21,444	-8.54%	-1,832	32,013	34,073	-6.05%	-2,060
LINCOLN	8,284	8,423	-1.66%	-140	17,769	19,340	-8.12%	-1,571	29,966	30,816	-2.76%	-850
OXFORD	10,292	11,105	-7.32%	-813	22,680	24,036	-5.64%	-1,356	35,034	37,119	-5.62%	-2,085
PENOBSCOT	37,198	37,884	-1.81%	-686	82,744	83,268	-0.63%	-524	127,655	126,655	0.79%	1,000
PISCATAQUIS	3,749	4,019	-6.72%	-270	8,165	8,412	-2.94%	-247	13,334	13,887	-3.99%	-553
SAGadahoc	7,866	8,389	-6.23%	-523	17,852	19,003	-6.06%	-1,152	27,525	29,172	-5.65%	-1,647
SOMERSET	9,656	10,152	-4.88%	-496	21,300	21,882	-2.66%	-582	33,015	34,259	-3.63%	-1,244
WALDO	6,423	7,003	-8.28%	-580	14,295	15,448	-7.46%	-1,153	22,730	23,910	-4.94%	-1,180
WASHINGTON	6,579	6,828	-3.64%	-249	14,782	15,234	-2.97%	-453	23,627	24,091	-1.93%	-464
YORK	37,564	38,710	-2.96%	-1,147	82,644	85,129	-2.92%	-2,485	137,410	138,426	-0.73%	-1,015
Months Included:	Mar 22, Feb 22, Jan 22	Mar 21, Feb 21, Jan 21			Mar 22, Feb 22, Jan 22, Dec 21, Nov 21, Oct 21	Mar 21, Feb 21, Jan 21, Dec 20, Nov 20, Oct 20			Mar 22, Feb 22, Jan 22, Dec 21, Nov 21, Oct 21, Sep 21, Aug 21, Jul 21	Mar 21, Feb 21, Jan 21, Dec 20, Nov 20, Oct 20, Sep 20, Aug 20, Jul 20		

*State of Maine : Jan 2022 +1 day vs Jan 2021, December 2021 -1 day vs 2021, October 2021 -1 day vs 2020, August 2021 +1 day vs 2020, July 2021 -1 day vs 2020

*Cases are 9Lt Equivalent

*Excludes Bailments, Depletions, and In-State Distillers

MAINE LUXURY SPIRITS 3 MONTH TREND

3 Month Trend	January cases	February cases	March cases	Total 3 Months	% Change Prior Year	January \$	February \$	March \$	Total 3 Months	% Change Prior Year	January Profit \$	February Profit \$	March Profit \$	Total 3 Months	% Change Prior Year
FY22	2,278	2,816	2,861	7,955	13.14%	\$792,298	\$1,010,282	\$1,017,114	\$2,819,694	7.85%	\$216,609	\$289,689	\$293,795	\$800,093	8.41%
FY21	2,341	1,992	2,698	7,031		\$883,690	\$746,162	\$984,724	\$2,614,576		\$247,780	\$212,010	\$278,203	\$737,993	
Variance	-63	824	163	924		-\$91,392	\$264,120	\$32,390	\$205,118		-\$31,171	\$77,679	\$15,592	\$62,100	

SPOTLIGHT ITEM FOR JAN-MAR 2022

15180 WHISTLEPIG RYE WHISKEY 100P 750ML (79.99 special retail) With a \$10 retail savings, the sales increase is a great boost for this item in the last 3 month period at a 46.61% increase.

Code	Description	Size	Pack	Retail	Special Retail	JAN- MAR 9L Case Sales 2022	JAN- MAR 9L Case Sales 2021	Increase over last year	% increase
15180	WHISTLEPIG RYE WHSKY 100P	750	6	\$89.99	\$79.99	38.08	17.75	20.33	46.61%

TOP 25 AGENTS IN 3 MONTH 9L CASES ENDING 3.31.22.xlsx

Rank	Customer	License #	Location	County	Mar-22	Feb-22	Jan-22	Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff
1	R.S.V.P. PORTLAND	AGN-2005-442	PORTLAND ,ME	CUMBERLAND	4,185	5,432	2,650	12,268	11,449	7.15%	819
2	SAM'S CLUB #6462 AUGUSTA	AGN-2009-610	AUGUSTA ,ME	KENNEBEC	692	662	355	1,708	1,091	56.60%	618
3	DIPIETRO'S MARKET-S PORTL	AGN-1994-280	S PORTLAND ,ME	CUMBERLAND	701	655	427	1,783	1,288	38.43%	495
4	SAM'S CLUB #6333 BANGOR	AGN-2001-328	BANGOR ,ME	PENOBSCOT	859	401	320	1,580	1,113	41.96%	467
5	SAM'S CLUB #8186 SCARBORO	AGN-2009-592	SCARBOROUGH ,ME	CUMBERLAND	758	403	290	1,451	1,058	37.13%	393
6	AYOTTE'S COUNTRY STORE	AGN-1990-101	CARRABASSETT VALLEY ,ME	FRANKLIN	432	566	594	1,593	1,214	31.24%	379
7	MAINELY PROVISIONS	AGN-2020-12701	KINGFIELD ,ME	FRANKLIN	213	348	181	741	399	85.76%	342
8	J.D.'S PACKAGE STORE, INC	AGN-2004-413	EAST WATERBORO ,ME	YORK	1,153	1,101	941	3,196	2,946	8.50%	250
9	TONY'S FOODLAND	AGN-2005-437	NAPLES ,ME	CUMBERLAND	409	566	379	1,354	1,153	17.51%	202
10	BOB & MIKE'S MINI MART	AGN-2001-188	SACO ,ME	YORK	1,010	651	598	2,259	2,063	9.49%	196
11	HANNAFORD #8389 WELLS	AGN-1990-106	WELLS ,ME	YORK	347	342	396	1,085	894	21.39%	191
12	MARKET BASKET-WESTBROOK	AGN-2020-12884	WESTBROOK ,ME	CUMBERLAND	432	403	349	1,184	1,001	18.30%	183
13	STOMPERS	AGN-2018-1058	HOLDEN ,ME	PENOBSCOT	965	1,390	570	2,924	2,747	6.48%	178
14	BJ'S WHOLESALE #310 AUBRN	AGN-2011-687	AUBURN ,ME	ANDROSCOGGIN	148	176	141	465	321	44.83%	144
15	BJ'S WHOLESALE #29 PRTLND	AGN-2011-688	PORTLAND ,ME	CUMBERLAND	126	135	147	407	264	54.55%	144
16	CALAIS IGA	AGN-2019-2006	CALAIS ,ME	WASHINGTON	296	206	167	669	532	25.76%	137
17	MOBIL ON THE WAY	AGN-2011-682	LEWISTON ,ME	ANDROSCOGGIN	107	83	291	481	348	38.00%	132
18	BAR HARBOR SPIRIT CO. LLC	AGN-2015-811	BAR HARBOR ,ME	HANCOCK	322	114	114	550	418	31.53%	132
19	SHAW'S #4560 SANFORD	AGN-1993-239	SANFORD ,ME	YORK	272	277	240	789	659	19.69%	130
20	HARBOR VIEW STORE	AGN-2021-13053	STONINGTON ,ME	HANCOCK	61	48	50	159	36	346.12%	123
21	HANNAFORD #8251 GRAY	AGN-2011-663	GRAY ,ME	CUMBERLAND	399	385	420	1,204	1,083	11.17%	121
22	PARADIS SNS #8208 FORT KE	AGN-1992-201	FORT KENT ,ME	AROOSTOOK	287	271	240	798	678	17.68%	120
23	PAUL'S VARIETY	AGN-2011-696	BIDDEFORD ,ME	YORK	253	222	212	688	572	20.18%	115
24	BOB'S SRV CNTR -MADAWASKA	AGN-1995-277	MADAWASKA ,ME	AROOSTOOK	173	176	143	492	383	28.40%	109
25	STAR CITY IGA	AGN-2017-869	PRESQUE ISLE ,ME	AROOSTOOK	286	237	245	768	673	14.22%	96
					14,887	15,250	10,459	40,596	34,381	18.08%	6,215

				Cases Last 3 Months	Cases Last 3 Months Prior Year	% Change	Case Diff vs. Prior Year
State of Maine				312,576	312,555	0.01%	21

Top 25 Agents % of 3 month business

12.99% 11.00%

State of Maine Department of Administrative and Financial Services (DAFS)
Bureau of Alcoholic Beverages and Lottery Operations (BABLO)

April 1, 2022

Liquor Operations Monthly and Annual Net Receipts Budget and Actual Performance Comparison
State Fiscal Year 2022, as of March 31, 2022

	July 2021	August 2021	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022	Total
Budget Projection													
Gross Sales	22,194,581	22,486,626	16,477,546	18,131,613	16,621,943	21,227,535	15,396,270	15,025,801	16,737,604	17,135,558	18,885,330	20,978,164	221,298,572
Cost of Goods Sold	(14,149,000)	(14,335,000)	(10,504,000)	(11,559,000)	(10,596,000)	(13,533,000)	(9,815,000)	(9,579,000)	(10,670,000)	(10,924,000)	(12,039,000)	(13,374,000)	(141,077,000)
Warehousing & Distribution	(1,193,074)	(1,207,074)	(910,074)	(992,074)	(917,074)	(1,145,074)	(856,074)	(838,074)	(923,074)	(942,074)	(1,029,074)	(1,132,074)	(12,084,889)
Trade Marketing	(499,000)	(506,000)	(371,000)	(408,000)	(374,000)	(478,000)	(346,000)	(338,000)	(377,000)	(386,000)	(425,000)	(472,000)	(4,980,000)
Gross Profit	6,353,507	6,438,552	4,692,472	5,172,539	4,734,869	6,071,461	4,379,196	4,270,727	4,767,530	4,883,484	5,392,256	6,000,090	63,156,683
BABLO Operating Costs	(355,000)	(360,000)	(264,000)	(290,000)	(266,000)	(340,000)	(246,000)	(240,000)	(268,000)	(274,000)	(302,000)	(336,000)	(3,541,000)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	5,998,507	6,078,552	4,428,472	4,882,539	4,468,869	5,731,461	4,133,196	4,030,727	4,499,530	4,609,484	5,090,256	5,664,090	59,615,683
Actual Performance													
Gross Sales	24,192,061	24,675,947	20,273,699	18,467,512	19,011,300	23,730,121	16,302,804	17,518,392	18,719,066	-	-	-	182,890,902
Cost of Goods Sold	(16,417,586)	(16,418,827)	(13,308,406)	(12,143,634)	(12,803,838)	(16,313,045)	(9,895,361)	(11,667,119)	(12,248,358)	-	-	-	(121,216,173)
Warehousing & Distribution	(1,154,417)	(1,157,927)	(937,624)	(891,269)	(921,438)	(1,147,720)	(738,142)	(858,678)	(907,590)	-	-	-	(8,714,805)
Trade Marketing	(514,029)	(514,454)	(415,436)	(395,446)	(409,021)	(511,232)	(325,781)	(381,127)	(402,881)	-	-	-	(3,869,406)
Gross Profit	6,106,029	6,584,739	5,612,232	5,037,163	4,877,004	5,758,124	5,343,521	4,611,468	5,160,238	-	-	-	49,090,518
BABLO Operating Costs	(384,845)	(195,603)	(205,756)	(156,695)	(140,315)	(72,598)	(320,974)	(281,209)	(233,206)	-	-	-	(1,991,202)
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	5,721,184	6,389,136	5,406,476	4,880,468	4,736,689	5,685,526	5,022,547	4,330,259	4,927,032	-	-	-	47,099,316
Variance													
Gross Sales	1,997,480	2,189,321	3,796,152	335,899	2,389,358	2,502,585	906,534	2,492,591	1,981,463	-	-	-	18,591,383
Cost of Goods Sold	(2,268,586)	(2,083,827)	(2,804,406)	(584,634)	(2,207,838)	(2,780,045)	(80,361)	(2,088,119)	(1,578,358)	-	-	-	(16,476,173)
Warehousing & Distribution	38,657	49,147	(27,550)	100,805	(4,364)	(2,645)	117,932	(20,604)	15,484	-	-	-	266,862
Trade Marketing	(15,029)	(8,454)	(44,436)	12,554	(35,021)	(33,232)	20,219	(43,127)	(25,881)	-	-	-	(172,406)
Gross Profit	(247,478)	146,187	919,760	(135,376)	142,136	(313,337)	964,325	340,741	392,708	-	-	-	2,209,666
BABLO Operating Costs	(29,845)	164,397	58,244	133,305	125,685	267,402	(74,974)	(41,209)	34,794	-	-	-	637,798
DAFS Operating Costs	-	-	-	-	-	-	-	-	-	-	-	-	-
Operating Profit	(277,323)	310,584	978,004	(2,071)	267,820	(45,935)	889,351	299,532	427,502	-	-	-	2,847,464
Transfer to MMBB													
Operating Profit	5,721,184	6,389,136	5,406,476	4,880,468	4,736,689	5,685,526	5,022,547	4,330,259	4,927,032	-	-	-	47,099,316
Outstanding Receivables	(1,074,074)	966,891	(444,644)	571,850	1,680,443	(2,598,788)	2,146,766	785,666	(1,291,951)	-	-	-	742,160
Other Adjustments	57,048	-	-	-	-	-	-	-	-	-	-	-	57,048
Transfer to MMBB	4,704,158	7,356,027	4,961,833	5,452,318	6,417,132	3,086,738	7,169,313	5,115,925	3,635,081	-	-	-	47,898,525
Performance Indicators													
<u>Actual/Budget Indicators</u>													
Sales	109.0%	109.7%	123.0%	101.9%	114.4%	111.8%	105.9%	116.6%	111.8%				82.6%
COGS	116.0%	114.5%	126.7%	105.1%	120.8%	120.5%	100.8%	121.8%	114.8%				85.9%
Operating Profit	95.4%	105.1%	122.1%	100.0%	106.0%	99.2%	121.5%	107.4%	109.5%				79.0%
<u>Actual Performance Indicators</u>													
COGS/Sales	67.9%	66.5%	65.6%	65.8%	67.3%	68.7%	60.7%	66.6%	65.4%				66.3%
Operating Profit/Sales	23.6%	25.9%	26.7%	26.4%	24.9%	24.0%	30.8%	24.7%	26.3%				25.8%

STOMPERS - G M VARIETY AGENT SPOTLIGHT FOR APRIL 2022 COMMISSION MEETING.xlsx

Customer Name		Town City	9L Cases			Dollars	Dollars Comparison	Dollars % Change
			9L Cases	Comparison	9L Cases % Change			
G & M VARIETY	HOLDEN		2,200	2,512	-12.44%	\$304,078	\$344,741	-11.80%
STOMPERS	HOLDEN		13,247	10,946	21.02%	\$2,508,217	\$2,093,714	19.80%
			15,447	13,458	14.78%	\$2,812,295	\$2,438,454	15.33%
TOTAL SALES OF ALL AGENTS SAME TIME PERIOD			1,459,512	1,433,833	1.79%	\$228,398,177	\$218,052,233	4.74%
STOMPERS AND G & M VARIETY % OF TOTAL BUSINESS LAST 52 WEEKS			1.06%	0.94%		1.23%	1.12%	

New Items for Commission Approval
April 12, 2022

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
HORIZON BEVERAGE	BRECKENRIDGE DISTILLERY	28002	BRECKENRIDGE PORT CASK FINISH WHISKEY	750	6	\$202.63	\$59.99	BOURBON	
HORIZON BEVERAGE	BROWN FORMAN BEVERAGE	89277	EL JIMADOR REPOSADO TEQUILA	1000	12	\$138.23	\$20.99	TEQUILA	
HORIZON BEVERAGE	BROWN FORMAN BEVERAGE	87587	EL JIMADOR SILVER TEQUILA	1000	12	\$138.23	\$20.99	TEQUILA	
HORIZON BEVERAGE	BROWN FORMAN BEVERAGE	16222	JACK DANIEL'S 1938 BONDED IN BOND 700ML	700	6	\$111.08	\$32.99	WHISKEY	
HORIZON BEVERAGE	BROWN FORMAN BEVERAGE	16620	JACK DANIEL'S 1938 TRIPLE MASH BIB 700ML	700	6	\$121.23	\$35.99	WHISKEY	
HORIZON BEVERAGE	BROWN FORMAN BEVERAGE	22217	WOODFORD RSV KSBW	1000	6	\$151.48	\$44.99	BOURBON	
HORIZON BEVERAGE	CONSTELLATION BRANDS	19908	NELSON BROS CLASSIC STRT BOURBON BLEND	750	6	\$124.64	\$36.99	BOURBON	
HORIZON BEVERAGE	CONSTELLATION BRANDS	19909	NELSON BROS RESERVE BOURBON BLEND	750	6	\$202.47	\$59.99	BOURBON	
HORIZON BEVERAGE	CONSTELLATION BRANDS	33312	SVEDKA MODERN S STRAWBERRY PINEAPPLE GIN	750	12	\$101.08	\$15.99	GIN	
HORIZON BEVERAGE	CONSTELLATION BRANDS	32369	SVEDKA MODERN STYLE GIN	750	12	\$100.92	\$15.99	GIN	
HORIZON BEVERAGE	GLOBAL BEVERAGE TEAM LLC	87113	AZTECA AZUL REPOSADO TEQUILA	1000	12	\$198.23	\$29.99	TEQUILA	
HORIZON BEVERAGE	GLOBAL BEVERAGE TEAM LLC	90039	XICALA MEZCAL ANEJO	750	6	\$182.67	\$54.99	TEQUILA	
HORIZON BEVERAGE	GLOBAL BEVERAGE TEAM LLC	90038	XICALA MEZCAL REPOSADO	750	6	\$149.33	\$44.99	TEQUILA	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	4161	ANCNOC 12 YR HIGHLAND SGL MLT SCOTCH	750	6	\$220.86	\$64.99	SCOTCH	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	43382	CHAIRMAN'S RESERVE SPICED RUM ST LUCIA	750	6	\$105.42	\$31.99	RUM	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	29844	COPPERS BARREL VERMONT SPIRIT DIST GIN	750	6	\$164.14	\$49.99	GIN	

New Items for Commission Approval
April 12, 2022

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	65088	GIFFARD FLEUR D SUREAU SVG WLD ELDERFLWR	750	6	\$158.98	\$46.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	65325	GIFFARD RHUBARBE LIQUEUR	750	6	\$128.47	\$37.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	39029	HIGH ROCK SUGAR MAPLE CHARCOAL FLTR VDK	750	6	\$74.25	\$21.99	VODKA	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	28642	LUXARDO SOUR CHERRY GIN	750	6	\$131.25	\$39.99	GIN	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	65555	LUXARDO TRIPLUM TRIPLE SEC	750	12	\$222.41	\$32.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	75918	MAGIC RABBIT CHOCOLATE&PEANUT BUTTER WHK	750	12	\$215.77	\$31.99	WHISKEY	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	28287	METCALFE'S VERMONT MAPLE BOURBON WHISKEY	750	6	\$161.95	\$47.99	WHISKEY	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	76027	MIDNIGHT MOON APPLE PIE BOX POUR SPOUT	1750	6	\$115.04	\$32.99	WHISKEY	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	76023	MIDNIGHT MOON MOONSHINE PEACH	50	48	\$75.09	\$2.99	WHISKEY	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	16207	NIKKA DAYS SMOOTH & DELICATE BLENDED WHK	750	6	\$195.93	\$57.99	WHISKEY	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	87897	SEVERO PLATA 100% AGAVE TEQUILA	750	6	\$166.00	\$49.99	TEQUILA	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	78109	SUGARLANDS APP BANANA PUDDING SIPPIN CRM	50	48	\$73.51	\$2.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	80517	SUGARLANDS APP BUTTER PECAN SIPPIN CREAM	50	48	\$73.51	\$2.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	78181	SUGARLANDS PGA CHAMPIONSHIP LMND MNSH	750	6	\$91.18	\$26.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	77241	SUGARLANDS SHINE APPLE PIE MOONSHINE	50	48	\$75.17	\$2.99	CORDIALS	
HORIZON BEVERAGE	HORIZON BEVERAGE-ULTRA	86089	WHEAT PENNY 1958 BBN FNSH BLK CH&OAK WD	750	6	\$161.95	\$47.99	WHISKEY	

New Items for Commission Approval
April 12, 2022

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
HPM PETER MURPHY	GOLDEN WAT SPIRITS LLC	48048	GOLDEN WAT VSOP COGNAC 700ML	700	6	\$166.04	\$49.99		
HPM PETER MURPHY	LUXCO, INC.	18412	GEORGE REMUS BLACK STRAIGHT BOURBON	750	6	\$134.80	\$39.99	BOURBON	
HPM PETER MURPHY	LUXCO, INC.	30325	GREEN HAT NAVY STRENGTH GIN	750	6	\$114.44	\$34.99	GIN	
HPM PETER MURPHY	THE DESERT SUN LLC	63844	THE COSMOPOLITAN VODKA W/CRANBERRY 355M	355	6	\$52.49	\$16.99	COCKTAILS	
HPM PETER MURPHY	THE DESERT SUN LLC	63848	THE HARD ARNOLD VODKA LEMONADE-TEA 355M	355	6	\$52.49	\$16.99	COCKTAILS	
MARTIGNETTI	E.J. GALLO WINERY	39284	NEW AMSTERDAM PASSION FRUIT FLV VODKA	1750	6	\$64.89	\$20.99	VODKA	
MARTIGNETTI	E.J. GALLO WINERY	39280	NEW AMSTERDAM PASSION FRUIT FLV VODKA	50	120	\$55.21	\$1.49	VODKA	
MARTIGNETTI	E.J. GALLO WINERY	39283	NEW AMSTERDAM PASSION FRUIT FLV VODKA	750	12	\$57.70	\$10.99	VODKA	
MARTIGNETTI	E.J. GALLO WINERY	5973	THE DALMORE SHERRY CASK SELECT SGL MLT	750	6	\$306.09	\$89.99	SCOTCH	
MARTIGNETTI	EDRINGTON AMERICAS	27946	WYOMING WHISKEY DOUBLE CASK	750	6	\$219.01	\$64.99	SCOTCH	
MARTIGNETTI	PRESTIGE BEVERAGE GROUP	62121	KINKY ALOHA BREEZE RTD VODKA CKTL	1750	6	\$55.60	\$17.99	COCKTAILS	
MARTIGNETTI	PRESTIGE BEVERAGE GROUP	62120	KINKY MARGARITA RTD TEQUILA BASED CKTL	1750	6	\$55.60	\$17.99	COCKTAILS	
MARTIGNETTI	PRESTIGE BEVERAGE GROUP	62122	KINKY PATIO PUNCH RTD VODKA CKTL	1750	6	\$55.60	\$17.99	COCKTAILS	
MS WALKER	M.S. WALKER, INC.	56309	ALLEN'S COLD BREW COFFEE FLV BRANDY	50	120	\$105.59	\$1.99	BRANDY	
MS WALKER	M.S. WALKER, INC.	73151	CHOCOLAT DELUXE PEANUT BUTTER LIQUEUR	750	12	\$114.74	\$16.99	CORDIALS	
MS WALKER	M.S. WALKER, INC.	73152	CHOCOLAT DELUXE SALTED CARAMEL LIQUEUR	750	12	\$114.74	\$16.99	CORDIALS	

New Items for Commission Approval
April 12, 2022

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
MS WALKER	M.S. WALKER, INC.	28413	CITADELLE JARDIN D'ETE INF FRT&AROMA GIN	750	6	\$104.81	\$31.99	GIN	
MS WALKER	M.S. WALKER, INC.	65803	MATHILDE CASSIS BLACKCURRANT BASED LIQ	750	6	\$87.86	\$25.99	CORDIALS	
MS WALKER	M.S. WALKER, INC.	65815	MATHILDE PECHE PEACH FRUIT LIQUEUR	750	6	\$87.83	\$25.99	CORDIALS	
MS WALKER	M.S. WALKER, INC.	87908	PELTON DE LA MUERTE MAGUEY CRIOLLO	750	6	\$152.50	\$45.99	TEQUILA	
MS WALKER	M.S. WALKER, INC.	87909	PELTON DE LA MUERTE MEZCAL ARTESANAL	750	6	\$165.92	\$49.99	TEQUILA	
MS WALKER	WESTERN SPIRITS BEVERAGE	26085	BIRD DOG HONEY FLV WHISKEY	750	6	\$70.51	\$20.99	WHISKEY	
MS WALKER	WESTERN SPIRITS BEVERAGE	26087	BIRD DOG HONEY FLV WHISKEY	50	60	\$42.27	\$1.79	WHISKEY	
SOUTHERN GLAZER'S LLC	BEAM SUNTORY	16659	BASIL HAYDEN'S SUBTLE SMOKE SBW	750	6	\$168.81	\$49.99	BOURBON	
SOUTHERN GLAZER'S LLC	BEAM SUNTORY	59855	HORNITOS BLOOD ORANGE MARGARITA	1750	6	\$67.85	\$21.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	BEAM SUNTORY	63132	ON THE ROCKS CRUZAN DAIQUIRI RTD CKTL	200	24	\$99.15	\$7.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	BEAM SUNTORY	101809	TRULY PARTY PACK 15PK 5E:WB/PA/MG/ST/LM	50	6	\$67.67	\$19.99	VODKA	
SOUTHERN GLAZER'S LLC	CAMPARI AMERICA	42068	CORUBA DARK RUM	750	12	\$131.28	\$19.99	RUM	
SOUTHERN GLAZER'S LLC	CAMPARI AMERICA	22180	WILD TURKEY RUSSELLS RESERVE PRIVATE SB	750	6	\$192.29	\$56.99	BOURBON	
SOUTHERN GLAZER'S LLC	HEAVEN HILL BRANDS	26555	ELIJAH CRAIG STRAIGHT RYE WHISKEY	750	6	\$111.07	\$32.99	WHISKEY	
SOUTHERN GLAZER'S LLC	OLD ELK DISTILLERIES	26073	OLD ELK DOUBLE WHEAT STRAIGHT WHISKEY	750	6	\$338.00	\$99.99	WHISKEY	
SOUTHERN GLAZER'S LLC	OLD ELK DISTILLERIES	20306	OLD ELK FOUR GRAIN STRAIGHT BBN WHSK	750	6	\$338.00	\$99.99	WHISKEY	

New Items for Commission Approval
April 12, 2022

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
SOUTHERN GLAZER'S LLC	PROXIMO SPIRITS, INC.	59162	1800 ULTIMATE PINEAPPLE MARGARITA RTD	1750	6	\$71.11	\$22.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	PROXIMO SPIRITS, INC.	15539	BUSHMILLS 12 YR SGL MLT IRISH WHISKEY	750	6	\$196.07	\$59.99	IRISH WHISKEY	
SOUTHERN GLAZER'S LLC	PROXIMO SPIRITS, INC.	15530	BUSHMILLS PROHIBITION RECIPE IRISH WHK	750	12	\$214.89	\$32.99	IRISH WHISKEY	
SOUTHERN GLAZER'S LLC	PROXIMO SPIRITS, INC.	58854	JOSE CUERVO AUTH DB STRGTH MARGRTA UFC	1750	6	\$67.66	\$21.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	PROXIMO SPIRITS, INC.	27770	STRANAHAN'S DIAMOND PEAK WHKY(COLORADO)	750	6	\$270.39	\$79.99	WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	12863	CANADIAN RICH & RARE APPLE FLV WHISKY	750	12	\$48.31	\$9.99	CANADIAN WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	12868	CANADIAN RICH & RARE APPLE FLV WHISKY PET	50	120	\$55.21	\$1.49	CANADIAN WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	12886	CANADIAN RICH & RARE CANADIAN WHISKY	750	12	\$48.02	\$9.99	CANADIAN WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	12881	CANADIAN RICH & RARE CANADIAN WHISKY	50	120	\$55.02	\$1.49	CANADIAN WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	12871	CANADIAN RICH & RARE PEACH FLV PET	50	120	\$55.21	\$1.49	CANADIAN WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	12872	CANADIAN RICH & RARE PEACH FLV WHISKY	750	12	\$48.31	\$9.99	CANADIAN WHISKEY	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	43410	PARROT BAY COCONUT FLV RUM	750	12	\$98.35	\$14.99	RUM	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	43287	PARROT BAY MANGO FLV RUM	750	12	\$98.35	\$14.99	RUM	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	43226	PARROT BAY PASSION FRUIT FLV RUM	750	12	\$98.35	\$14.99	RUM	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	43282	PARROT BAY PINEAPPLE FLV RUM	750	12	\$98.35	\$14.99	RUM	
SOUTHERN GLAZER'S LLC	SAZERAC CO., INC.	43237	PARROT BAY STRAWBERRY FLV RUM	750	12	\$98.35	\$14.99	RUM	

**New Items for Commission Approval
April 12, 2022**

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
SOUTHERN GLAZER'S LLC	DIAGEO NORTH AMERICA INC	57370	BULLEIT MANHATTAN COCKTAIL	750	12	\$185.37	\$29.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	DIAGEO NORTH AMERICA INC	57371	BULLEIT OLD FASHIONED CKTL	750	12	\$185.37	\$29.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	DIAGEO NORTH AMERICA INC	64348	CIROC PASSION TROPIC VODKA SPECIALTY	750	12	\$196.71	\$28.99	VODKA	
SOUTHERN GLAZER'S LLC	PERNOD RICARD USA	57287	ABSOLUT PINEAPPLE MARTINI CKTL 4P 355ML	355	6	\$40.00	\$12.99	COCKTAILS	
SOUTHERN GLAZER'S LLC	PERNOD RICARD USA	87156	AVION RESERVA CRISTALINO ANEJO TEQUILA	750	4	\$355.00	\$159.99	TEQUILA	
SOUTHERN GLAZER'S LLC	PERNOD RICARD USA	26365	SMOOTH AMBLER CONTRADICTION STRAIGHT RYE	750	6	\$134.00	\$39.99	WHISKEY	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	26049	BACKROADS HONEY FLAVORED WHISKEY	750	12	\$147.60	\$21.99	WHISKEY	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	58210	CRAFTHOUSE COCKTAIL PINEAPPLE DAIQUIRI	200	24	\$74.35	\$5.99	COCKTAILS	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	39763	DR STONER'S FRESH HERB FLV VODKA	750	12	\$196.30	\$28.99	VODKA	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	46258	DR STONER'S ISLAND BUSH HERB FLV RUM	750	12	\$204.14	\$30.99	RUM	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	28004	DR STONER'S SMOKY HERB FLV WHISKEY	750	12	\$229.09	\$33.99	WHISKEY	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	73663	DR STONER'S TEQUILA INF HIERBA LOCA	750	12	\$265.27	\$39.99	TEQUILA	
STONE FENCE BEVERAGE	STONE FENCE BEVERAGE	73862	DR STONER'S TEQUILA INF HIERBA MADURA	750	6	\$165.97	\$49.99	TEQUILA	
UNBROKERED	BLUE BARREN	46157	BLUE BARREN'S BRITISH RUM	50	120	\$356.00	\$4.99	RUM	
UNBROKERED	BLUE BARREN	46156	BLUE BARREN'S BRITISH RUM	750	6	\$106.00	\$29.99	RUM	
UNBROKERED	BLUE BARREN	39172	BLUE BARREN'S CRANBERRY FLV VODKA	750	6	\$125.00	\$34.99	VODKA	

New Items for Commission Approval
April 12, 2022

Broker	Supplier	NABCA #	Description	Size	Pack	FOB	Retail	Class	Accepted
UNBROKERED	BLUE BARREN	39173	BLUE BARREN'S CRANBERRY FLV VODKA	50	120	\$362.00	\$4.99	VODKA	
UNBROKERED	BLUE BARREN	37534	BLUE BARREN'S VODKA	50	120	\$362.00	\$4.99	VODKA	
UNBROKERED	BLUE BARREN	37533	BLUE BARREN'S VODKA	750	6	\$107.00	\$29.99	VODKA	
UNBROKERED	SPLIT ROCK DISTILLING	21514	SPLIT ROCK ORGANIC BOTTLED IN BOND BBN	750	6	\$252.06	\$69.99	BOURBON	
UNBROKERED	WIGGLY BRIDGE DISTILLERY	85991	WIGGLY BRIDGE DIS DAVE'S SPECIAL WINE BR	750	6	\$468.80	\$129.99	BOURBON	
UNBROKERED	WILD BEVY DISTILLING	30080	FORIJ SLACKTIDE PINE GIN	750	6	\$138.00	\$38.99	GIN	
UNBROKERED	WILD BEVY DISTILLING	30081	FORIJ TULSI ROSE GIN	750	6	\$138.00	\$38.99	GIN	
UNBROKERED	WILD BEVY DISTILLING	25096	TOPKNOT WINTER RYE WHISKEY	750	12	\$495.00	\$68.99	WHISKEY	
Total New Items - 104									

**Label Changes for Commission Approval
April 12, 2022**

Broker	Supplier	Code	Description	Size	Retail	Change	Approved
HORIZON BEVERAGE	CONSTELLATION BRANDS	18604	HIGH WEST BOURBON 92P	750	\$39.99	NAME AND LABEL CHANGE (formerly High West Prairie)	
HORIZON BEVERAGE	CONSTELLATION BRANDS	18603	HIGH WEST BOURBON 92P	375	\$22.99	NAME AND LABEL CHANGE (formerly High West Prairie)	
MS WALKER	M.S. WALKER, INC.	73150	CHOCOLAT LIQUEUR 30P	750	\$13.99	LABEL CHANGE	
SOUTHERN GLAZER'S LLC	BEAM SUNTORY	27066	OLD OVERHOLT RYE 4YR 86P	750	\$19.99	LABEL AND AGE CHANGE (formerly 3YR)	
SOUTHERN GLAZER'S LLC	PROXIMO SPIRITS, INC.	1435	PENDLETON 20YR RSV 80P	750	\$199.99	LABEL AND PACKAGE CHANGE	
Total Label Changes - 5							

VAP and/or Seasonal Listings for Commission Approval
April 12, 2022

Broker	Supplier	Code	Description	Size	Pack	Retail	Approved
SOUTHERN GLAZER'S L	BE IN GOOD SPIRITS LLC	101825	FRANKLY ORG STRAWBERRY/FEVER TREE SODA	750	8	\$21.99	
Total VAPs/Seasonal - 1							

REBATES

[illegible]

Fiscal Year Comparison Through March 26, 2022

Draw

Game		FY 21		FY 22	Variance	% Variance
Gimme5	\$	1,164,942	\$	966,043	\$ (198,899)	-17.07%
World Poker Tour	\$	784,414	\$	817,381	\$ 32,967	4.20%
Lotto America	\$	1,166,719	\$	1,400,068	\$ 233,349	20.00%
Lucky for Life	\$	2,661,232	\$	4,914,028	\$ 2,252,796	84.65%
Pick 4	\$	3,856,291	\$	3,734,535	\$ (121,756)	-3.16%
Pick 3	\$	5,023,190	\$	4,808,869	\$ (214,321)	-4.27%
Megabucks	\$	7,358,010	\$	6,558,382	\$ (799,628)	-10.87%
Mega Millions	\$	10,680,650	\$	6,997,113	\$ (3,683,537)	-34.49%
Powerball	\$	15,007,895	\$	17,769,622	\$ 2,761,727	18.40%
Total Draw Sales	\$	47,703,343	\$	47,966,041	\$ 262,698	0.55%

Fast Play	\$	10,480,414	\$	9,335,353	(\$1,145,061)	-10.93%
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Instant

		FY 21		FY 22	Variance	% Variance
Price Point						
\$1	\$	6,541,992	\$	5,162,196	\$ (1,379,796)	-21.09%
\$2	\$	14,976,788	\$	14,067,910	(908,878)	-0.06
\$3	\$	18,986,340	\$	15,170,256	\$ (3,816,084)	-20.10%
\$5	\$	70,058,200	\$	65,893,405	\$ (4,164,795)	-5.94%
\$10	\$	53,477,370	\$	52,190,700	\$ (1,286,670)	-2.41%
\$20	\$	28,176,480	\$	23,601,860	\$ (4,574,620)	-16.24%
\$25	\$	41,063,025	\$	58,726,700	\$ 17,663,675	43.02%
Total Instants	\$	233,280,195	\$	234,813,027	\$ 1,532,832	0.66%

Total combined	\$	291,463,952	\$	292,114,421	\$ 650,469	0.22%
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LOTTERY PROFIT TRANSFER TO GENERAL FUND - FY 2022

	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY22</u>	<u>FY22</u>	<u>Dollars</u>	<u>%</u>		<u>FY21</u>	<u>FY20</u>	<u>FY19</u>	<u>FY18</u>
July	\$ 5,110,720	\$ 6,947,748	\$ 1,837,028	35.94%		\$ 5,271,349	\$ 4,372,781	\$ 4,676,066	\$ 5,157,068
August	\$ 5,359,024	\$ 5,512,697	\$ 153,673	2.87%		\$ 6,929,644	\$ 6,519,125	\$ 3,854,137	\$ 5,341,986
September	\$ 5,451,967	\$ 4,726,583	\$ (725,384)	-13.30%		\$ 4,822,725	\$ 4,282,740	\$ 6,001,879	\$ 5,956,361
October	\$ 5,684,546	\$ 7,001,996	\$ 1,317,450	23.18%		\$ 5,891,358	\$ 4,210,132	\$ 6,359,844	\$ 4,719,941
November	\$ 5,821,932	\$ 4,207,005	\$ (1,614,927)	-27.74%		\$ 4,884,356	\$ 7,614,872	\$ 6,766,828	\$ 5,242,977
December	\$ 6,235,267	\$ 7,560,351	\$ 1,325,084	21.25%		\$ 6,588,148	\$ 5,071,546	\$ 6,284,129	\$ 6,596,211
January	\$ 4,903,789	\$ 5,233,306	\$ 329,517	6.72%		\$10,216,388	\$ 4,715,297	\$ 3,594,659	\$ 4,448,287
February	\$ 5,290,351	\$ 4,065,525	\$ (1,224,826)	-23.15%		\$ 4,697,925	\$ 6,410,407	\$ 4,529,943	\$ 4,713,598
March	\$ 5,564,464	\$ 8,336,659	\$ 2,772,195	49.82%		\$ 7,465,530	\$ 4,595,526	\$ 6,825,667	\$ 6,068,842
April	\$ 4,331,739	\$ -		0.00%		\$ 4,318,331	\$ 3,525,241	\$ 4,351,875	\$ 4,227,909
May	\$ 5,998,478	\$ -		0.00%		\$ 6,444,655	\$ 7,853,991	\$ 4,857,043	\$ 4,912,334
June	\$ 5,247,723	\$ -		0.00%		\$ 3,117,308	\$ 5,418,085	\$ 4,573,038	\$ 4,921,610
Current FY YTD	\$ 49,422,060	\$53,591,870	\$ 4,169,810	8.44%		\$70,647,717	\$64,589,742	\$62,675,109	\$62,307,123
Budget	\$ 65,000,000								
		FY21	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$56,767,423	\$ (3,175,553)	-5.59%					
Projected	\$ 66,695,704								

PROFIT TRANSFER TO OUTDOOR HERITAGE FUND - FY 2022

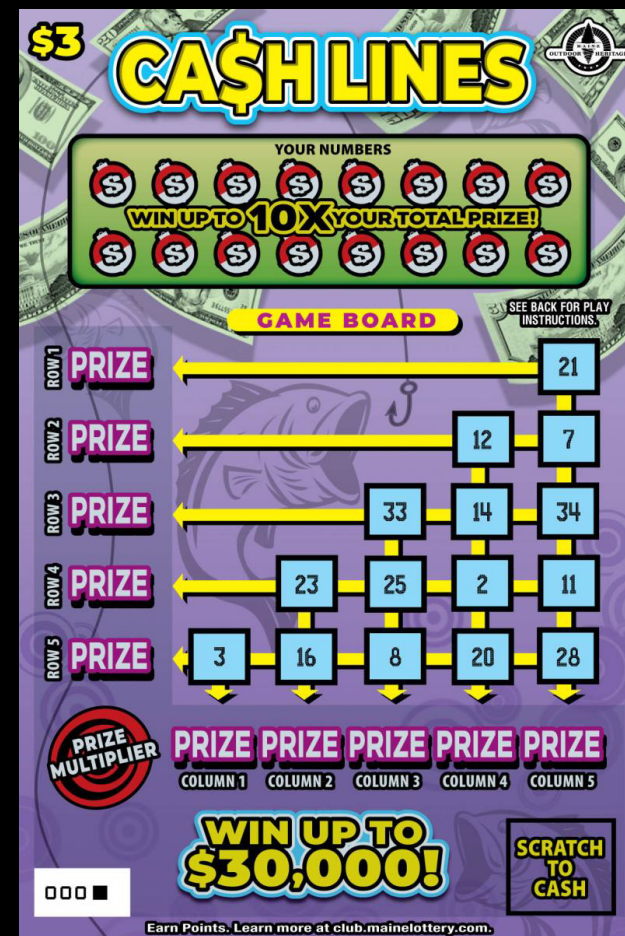
	Current Fiscal Year Performance					Past Fiscal Years' Performance			
	Budget	Actual	Variance	Variance		Actual	Actual	Actual	Actual
	<u>FY22</u>	<u>FY22</u>	<u>Dollars</u>	<u>%</u>		<u>FY21</u>	<u>FY20</u>	<u>FY19</u>	<u>FY18</u>
July	\$ 68,394	\$ 31,025	\$ (37,370)	-54.64%		\$ 44,271	\$ 23,377	\$ 27,531	\$ 47,535
August	\$ 95,843	\$ 15,870	\$ (79,973)	-83.44%		\$ 61,305	\$ 65,213	\$ 68,706	\$ 116,240
September	\$ 67,815	\$ 204,657	\$ 136,842	201.79%		\$ 22,000	\$ 22,880	\$ 88,547	\$ 70,860
October	\$ 71,784	\$ 39,081	\$ (32,703)	-45.56%		\$ 30,111	\$ 68,882	\$ 27,342	\$ 83,089
November	\$ 46,107	\$ 61,385	\$ 15,278	33.14%		\$ 25,152	\$ 76,883	\$ 21,132	\$ 37,818
December	\$ 80,769	\$ 82,083	\$ 1,314	1.63%		\$ 39,372	\$ 54,553	\$ 63,506	\$ 76,993
January	\$ 82,889	\$ 57,444	\$ (25,445)	-30.70%		\$ 117,214	\$ 29,429	\$ 21,502	\$ 110,373
February	\$ 40,258	\$ 24,591	\$ (15,667)	-38.92%		\$ 13,392	\$ 43,551	\$ 28,281	\$ 28,213
March	\$ 25,386	\$ 49,369	\$ 23,983	94.47%		\$ 11,061	\$ 12,239	\$ 9,472	\$ 27,257
April	\$ 91,134	\$ -		0.00%		\$ 22,323	\$ 25,682	\$ 100,919	\$ 63,723
May	\$ 79,886	\$ -		0.00%		\$ 60,231	\$ 152,310	\$ 34,999	\$ 28,633
June	\$ 49,735	\$ -		0.00%		\$ 25,904	\$ 76,150	\$ 28,871	\$ 32,129
Current FY YTD	\$ 579,245	\$ 565,505	\$ (13,740)	-2.37%		\$ 472,336	\$ 651,148	\$ 520,809	\$ 722,863
Budget	\$ 800,000								
		FY21	Variance	%					
		YTD Profit	Dollars	Variance					
YOY Comparison		\$ 363,878	\$ 201,627	55.41%					
Projected	\$ 734,060								

April 12, 2022

New Instant Games for Approval



- Outdoor Heritage Game
- Subtle tie in with fishing
- \$30,000 top prize
- Overall odds 1:3.85
- Quantity: 1,200,000



Scratch the YOUR NUMBERS area. Then scratch all corresponding numbers on the GAME BOARD. Completely match ALL numbers in any one ROW or COLUMN on the GAME BOARD, win corresponding PRIZE for that ROW or COLUMN. If you win, scratch the PRIZE MULTIPLIER spot. Multiply your TOTAL PRIZE won by the MULTIPLIER and win that amount.



Tri-State Megabucks Proposed Game Changes

Tri-State Megabucks History:

- April 1985 the first multi-state lottery created Tri-State Lotto Compact between Maine, New Hampshire and Vermont
- September 1985 launched with a 6-of-30 matrix with drawings on Saturday
- January 1986 matrix change to 6-of-36
- January 1988 matrix change to 6-of-40
- May 1990 add Wednesday draw
- June 1996 a cash option is added
- March 1997 matrix change to 6-of-42 with a bonus number
- July 2009 game change to "Megabucks Plus" with a 5-of-41 plus 1-of-6 matrix
- 2016 the "Plus" was dropped from the game name

Recommendation:

Q: What game changes are being recommended?

A: Based upon extensive industry research and cross-referenced against local and regional prior game change performances, the Product Development Committee recommends moving forward with:

- Adding a Monday night draw for a total of three draws a week
- Adding an optional \$1.00 Fast Play game

Q: Why add a Monday night draw?

A: Statistically, most sales occur on draw nights, by providing an extra drawing, players are more likely to participate. From an ICS/Lottery time management perspective, staff can be made available due to the current *Powerball*, *Lucky for Life*, *Gimme 5* drawings on Monday. Based on the performance of the extra draw for *Powerball* (August 2021), the additional draws for *Gimme 5* (July 2020) and *Lucky for Life* (July 2021), a conservative estimated sales impact is projected to be between 10-15% increase in sales. Using FY21 sales numbers, that equates to:

State	Megabucks Sales by Draw (FY21)	Megabucks Estimated Sales Impact
Maine	\$9,685,014	+\$970,000 - \$1,450,000
New Hampshire	\$7,963,766	+\$800,00 - \$1,200,000
Vermont	\$3,636,610	+\$360,000 - \$550,000
Tri-State (combined)	\$21,285,390	+\$2,130,000 - \$3,200,000

Sales Impact by Adding an Extra Draw (2 draws to 3 draws per week)

National Lucky for Life Pre/Post Game Change

	FY 2020	FY 2021	\$ Change	% Change
AR	\$961,674	\$1,881,230	\$919,556	95.62%
NE	\$1,430,530	\$2,547,466	\$1,116,936	78.08%
ME	\$1,072,174	\$1,880,254	\$808,080	75.37%
MI	\$5,682,572	\$9,795,752	\$4,113,180	72.38%
CT	\$5,348,232	\$8,907,302	\$3,559,070	66.55%
RI	\$1,436,068	\$2,435,398	\$999,330	69.59%
MA	\$7,559,348	\$12,619,062	\$5,059,714	66.93%
NC	\$7,054,164	\$11,723,434	\$4,669,270	66.19%
OH	\$6,618,146	\$10,784,222	\$4,166,076	62.95%
DE	\$958,248	\$1,548,752	\$590,504	61.62%
OK	\$1,189,876	\$1,824,832	\$634,956	53.36%
SD	\$855,834	\$1,309,804	\$453,970	53.04%
KY	\$2,321,160	\$3,470,648	\$1,149,488	49.52%
VT	\$549,728	\$814,088	\$264,360	48.09%
DC	\$588,684	\$861,598	\$272,914	46.36%
NH	\$1,689,624	\$2,372,358	\$682,734	40.41%
KS	\$1,608,804	\$2,239,962	\$631,158	39.23%
CO	\$4,654,276	\$5,988,662	\$1,334,386	28.67%
MT	\$829,230	\$1,110,804	\$281,574	33.96%
IA	\$1,705,780	\$2,275,330	\$569,550	33.39%
ND	\$1,180,884	\$1,571,114	\$390,230	33.05%
ID	\$996,474	\$1,174,316	\$177,842	17.85%
WY	\$830,144	\$912,900	\$82,756	9.97%
TOTAL	\$57,121,654	\$90,049,288	\$32,927,634	57.64%
ME	1,072,174	1,880,254	808,080	75.37%
VT	549,728	814,088	264,360	48.09%
NH	1,689,624	2,372,358	682,734	40.41%
TRI-STATES	3,311,526	5,066,700	1,755,174	53.00%

Tri-State Combined Gimme 5

TIME	ME	NH	VT	TOTAL
LAST 52 WEEKS (3 DRAWS)	\$19,449	\$53,311	\$12,819	\$85,579
LAST 52 WEEKS (5 DRAWS)	\$27,598	\$70,952	\$17,815	\$116,364
\$ CHANGE	\$8,149	\$17,641	\$4,995	\$30,786
% CHANGE	41.90%	33.09%	38.97%	35.97%

Drawing Changes in Other States

				OLD DRAWS	NEW DRAWS	% CHANGE
IDAHO	CASH LOTTO	IDAHO CASH	7/19/2021	2	7	17.56%
IDAHO	LOTTO	WEEKLY GRAND	4/20/2021	2	7	14.34%
WASHINGTON	CASH LOTTO	HIT 5	8/30/2020	3	5	66.66%
TEXAS	LOTTO	LOTTO TEXAS	8/23/2021	2	3	25.88%
WISCONSIN	CASH LOTTO	ALL OR NOTHING	8/30/2020	7	14	0.47%
	NUMBERS	PICK 3	8/30/2020	7	14	22.95%
	NUMBERS	PICK 4	8/30/2020	7	14	17.63%
NEW YORK	CASH LOTTO	TAKE 5	6/14/2020	7	14	2.13%

Q: Why add an optional \$1 Megabucks Fast Play?

A: The *Fast Play* product line was originally introduced as an optional add-on game to Tri-State games. This add-on would be optional but would allow players the opportunity to play and instantly win while waiting for the next drawing. In addition, it is not anticipated that the introduction of a *Fast Play* game would cannibalize sales from the current *Fast Play* product line. It would further promote and increase awareness of the overall *Fast Play* product line, one of the fastest growing games in the industry. The add-on game would feature a prize structure designed with great odds of winning and prizes that can easily be cashed at retail, approximately 62% payout, and with the goal of providing more winning experiences to players. A conservative estimated sales impact is

projected to be between 8-10% increase in sales. Using FY21 sales numbers, that equates to:

State	Megabucks Sales by Draw (FY21)	Fast Play Estimated Sales Impact
Maine	\$9,685,014	+\$770,000 - \$950,000
New Hampshire	\$7,963,766	+\$600,000 - \$750,000
Vermont	\$3,636,610	+\$290,000 - \$350,000
Tri-State (combined)	\$21,285,390	+\$1,700,000 - \$2,100,000

Q: What will the Fast Play ticket look like?

A: The Product Development Committee will work on proposed *Fast Play* prize structures and work to develop a common *Megabucks Fast Play* themed ticket that will be similar across all three jurisdictions.

Q: What sort of marketing support is anticipated?

A: In an effort to ensure the long-term viability of *Megabucks*, the Committee plans a rebranding advertising campaign with a new updated logo, new creative and strategies on positioning the game through traditional media as well as new mediums. This rebranding effort will also include the Fast Play option.

Q: How will this impact subscriptions?

A: The addition of the Fast Play option will not impact subscriptions as this feature will be exclusive to retail. As we continue to support our retail partners throughout the region, this add-on feature will require players to visit their favorite location to participate.

Revenue Projections:

Q: What are the projected revenues?

A: Adding one (1) extra draw:

- 10-15% increase in sales (\$2.1MM-\$3.2MM)
- GGR* at 10% increase in sales:
 - ME: ~\$484,300
 - VT: ~\$179,600
 - NH: ~\$398,200
- GGR* at 20% increase in sales:

- ME: ~\$968,600
- VT: ~\$359,300
- NH: ~\$796,400

Fast Play at 62% payout: 8-10% increase in sales = \$1.7MM-\$2.1MM

- GGR* at 10% Participation:
 - ME: ~\$184,000
 - VT: ~\$68,00
 - NH: ~\$151,300
- GGR* at 20% Participation:
 - ME: ~\$368,600
 - VT: ~\$136,500
 - NH: ~\$302,600
- GGR* at 50% Participation:
 - ME: ~\$920,200
 - VT: ~\$341,300
 - NH: ~\$756,600

**Gross Gaming Revenue (GGR) is the net profit variance of the sum of bets minus the amount of winning bets.*

What are the Costs:

ICS and Lottery Draw personnel are currently operating on Monday nights due to *Powerball, Lucky for Life, Gimme 5 and Pick 3 and Pick 4* drawings held on Monday. Extra funding would be needed for the additional hours of ICS, Draw and Jackpot management.

TRI-STATE COSTS	Hours	Rate	One draw	52 draws
Representative	1	\$ 46.14	\$ 46.14	\$ 2,399.28
Monitor	1	\$ 23.07	\$ 23.07	\$ 1,199.64
Auditor	1	\$ 87.00	\$ 87.00	\$ 4,524.00
Jackpot Management	1	\$ 24.52	\$ 24.52	\$ 1,275.04
			\$ 180.73	\$ 9,397.96
STATE SPECIFIC COSTS				
ICS-Vermont	2	\$ 40.38	\$ 80.76	\$ 4,199.52
ICS-New Hampshire	2	\$ 40.38	\$ 80.76	\$ 4,199.52
ICS-Maine	2	\$ 40.38	\$ 80.76	\$ 4,199.52

On Call-Vermont	1	\$ 17.30	\$ 17.30	\$ 899.60
On Call-Maine	1	\$ 17.30	\$ 17.30	\$ 899.60
			\$ 276.88	\$ 899.60
				\$ 14,397.76
TOTAL COSTS				\$ 23,795.72

Research:

Q: What research has been done?

A: A series of surveys have been done over the last few years with the last two occurring in February 2019 and June 2021. Performed by Scientific Games, those surveys received over 12,000 combined responses which helped provide guidance and perspective towards how proposed changes might impact the purchase frequency and spend of current and lapsed *Megabucks* players.

June 2021 Megabucks Survey	Completed Surveys (2 weeks)
Maine:	4,414
New Hampshire:	2,099
Vermont:	1,387
Total:	7,900

Feb. 2019 Megabucks Survey	Completed Surveys (2 weeks)
Maine:	3,279
New Hampshire:	378
Vermont:	467
Total:	4,124

Q: What does the research indicate with Fast Play?

A: As part of the June 2021 survey, approximately 63% of *Megabucks* players rated adding *Fast Play* as favorable and indicated that if it were added to *Megabucks*, they'd play...including 73% of players in Vermont. More than 34% of non-Megabucks players said they'd rather play other games and 30% said it's hard to win any prize (not just the jackpot). By adding *Fast Play* with a high payout/low odds, more winning experiences will be infused into the game.

Timeline:

Q: When is the anticipated implementation?

A: Due to initiatives already in the queue such as the Vermont Conversion, anticipated launch will be in the February/March 2023 timeframe.

Next Steps:***Q: What needs to be done?***

A: Vendors will start the process of creating the documents and developing the parameters necessary to incorporate an extra draw and the Fast Play add-on. The Product Development Committee will work on proposed Fast Play prize structures and work to develop a Megabucks Fast Play themed ticket that will be similar across all three jurisdictions.






04.12.22 - Signed Minutes

Final Audit Report

2022-05-11

Created:	2022-05-10
By:	eileen bonenfant (EILEEN.BONENFANT@MAINE.GOV)
Status:	Signed
Transaction ID:	CBJCHBCAABAAzs3fKYUhn2XRNdj3SmTds_tU-uXxRS5

"04.12.22 - Signed Minutes" History

-  Document created by eileen bonenfant (EILEEN.BONENFANT@MAINE.GOV)
2022-05-10 - 5:34:49 PM GMT- IP address: 198.182.163.113
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